

REMARKS

This Amendment is being filed in response to the Office Action mailed November 15, 2007, which has been reviewed and carefully considered. Reconsideration and allowance of the present application in view of the amendments made above and the remarks to follow are respectfully requested.

In the Office Action, claims 1-8 and 10-30 are rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent Publication No. 2001/0054001 (Robinson) in view of U.S. Patent No. 6,698,020 (Zigmond). Further, claim 9 is rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Robinson in view of Zigmond and an article entitled "An Agent-based Market Supporting Multiple Auction Protocols, Workshop on Agents for Electronic Commerce and Managing the Internet-Enabled Supply Chain," Third International Conference on AUTONOMOUS AGENTS (Agents '99) in Seattle, Washington (USA), May 1-5, 1999, p1-4 (Vetter). It is respectfully submitted that claims 1-32 are patentable over Robinson, Zigmond and Vetter for at least the following reasons.

Robinson is directed towards a system for targeting

advertisements on an Internet website or computer. Robinson uses ad-targeting agents for bidding to display a particular ad on a website or computer.

Zigmond is directed towards a system for selecting and inserting advertisements into a video programming feed at the household level. An advertisement is selected for display to a viewer according to a selection criteria, such as demographic and geographic data as well as viewing habits, combined with viewer and system information.

It is respectfully submitted that Robinson, Zigmond, and combination thereof, do not disclose or suggest the present invention as recited in independent claims 1-2, 11-12, 16 and 18, which requires (illustrative emphasis provided):

auctioning the time slot to the one or more agents provided to the receiver, wherein the auctioning act is performed on a just-in-time basis.

Auctioning on a just-in-time basis is nowhere taught or suggested in Robinson and Zigmond, alone or in combination. Vetter is cited in rejecting depending claim 9 to allegedly show other features and does not remedy the deficiencies in Robinson and


Zigmond.

Accordingly, it is respectfully requested that independent claims 1-2, 11-12, 16 and 18 be allowed. In addition, as claims 3-10, 13-15, 17 and 19-32 depend from independent claims 1-2 and 11-12, Applicants respectfully request that claims 3-10, 13-15, 17 and 19-32 also be allowed.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

In view of the above, it is respectfully submitted that the present application is in condition for allowance, and a Notice of Allowance is earnestly solicited.

Respectfully submitted,

By   
Dicran Halajian, Reg. 39,703  
Attorney for Applicant(s)  
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**THORNE & HALAJIAN, LLP**  
Applied Technology Center  
111 West Main Street  
Bay Shore, NY 11706  
Tel: (631) 665-5139  
Fax: (631) 665-5101